# Edmonton Symbols | City of Edmonton

# Edmonton Choose Your Adventure

**WRITER/Storyteller APPLICATION FORM**

**Submission Deadline: 5pm Friday 22nd December 2023 to** [info@storycity.app](mailto:info@storycity.app)

Please read all information & fill out the form/proposal at the end of this document.

**ABOUT STORY CITY**

*Story City* is an app and digital story project that uses either choose your own adventures, stories, games, or interesting info and combines them with physical locations, allowing a fictional adventure to become ‘real’ to the adventurer (user). A mix of cultural tourism and adventure, each story, game or information pack is created specifically to highlight the beautiful or intriguing parts of a real-world site and to appeal to and excite a young, tech savvy audience.Story City only works with local creators, and to date has provided professional development for 400+ creators, employed 120+ creators, and published 100+ interactive story experiences world-wide.

For an example of previous stories, [download the Story City app](https://storycity.app/forward-to-store), and use [Spoiler mode](https://www.youtube.com/watch?v=ZJi6siJLAOA) to explore previous stories from across the world from your home.

**ABOUT THE CITY OF EDMONTON DOWNTOWN VIBRANCY FUND**

This project is funded by the City of Edmonton Downtown Vibrancy Fund. The City of Edmonton Downtown Vibrancy Strategy is built upon a commitment of collaboration and partnership with businesses and organizations with a vested interest in downtown Edmonton, and is supported by: Downtown Edmonton Community League, Edmonton Downtown Business Association, Explore Edmonton, and NAIOP (Commercial Real Estate Development Association). This agile approach to supporting vibrancy in the heart of our city focuses on four pillars: Downtown as a Home, Economic Hub, Safe and Welcoming Place, and most importantly for this project, Downtown as a Destination.

In this activation project the aim is to make the downtown more fun for both locals and visitors, inclusive, connected and walkable, and promote downtown in a way that encourages repeat visitation, while expanding public spaces for more people in new ways via place making. Place making is more than just activating a space; it is about the creation of meaningful areas that reflect the needs of the people who live there, the businesses that work there, and the people that visit them.

**EDMONTON CHOOSE YOUR ADVENTURE PROJECT OVERVIEW: To Be Launched May 2024**

Story City, with the support of the City of Edmonton Downtown Vibrancy Fund, will commission the creation of SEVEN fictional, interactive *Choose Your Adventure* or *outdoor-escape-room-style* experiences, meant to be experienced within the [**Edmonton Downtown boundaries**](https://www.edmonton.ca/sites/default/files/public-files/Appendix2_Downtown_Vibrancy_Map.pdf?cb=1695836384).

Story City takes a story experience from the traditional printed page, screen or stage and delivers it to smart phones and mobile devices. These stories will appeal to both locals and tourists, combining fiction, historical fact, public art and personal choice to illuminate the area in a new and exciting way.

Story City will commission 7 local writers or storytellers, 4-7 visual artists, 4-7 musicians and 3-4 voiceover narrators to collaborate on each story and deliver something truly unique to the streets of Edmonton downtown. The outcome of the project for each writer is to create a location-based story or adventure, meaning that each story section happens in the location the adventurer is standing.

Applications will be judged on the strength of the story idea, applicability to the brief below, and the amount of thought that has been shown regarding possible story paths and usage of locations. **We do not expect you to write or plot out any of the story**, but it will be beneficial to show that you have given thought to how your idea might evolve across various story paths, story twists, success and fail endings.

**BRIEF**

The writer will create either:

* A *Choose Your Adventure* style narrative with four-five levels of choice for the adventurer – an estimated 15 locations in all. A typical story structure begins at a single starting point and can diverge to 8 different possible endings. More about this will be explained in the workshop. OR
* An Outdoor Escape Room style narrative which incorporates puzzles that integrate information from either the screen or the surrounding area to solve before they can move to the next level. This typically covers between 6-10 locations across an adventure and we generally recommend both an adult and kids set of puzzles though this isn’t mandatory.

As the writer you will need to identify and incorporate up to 15 nominated locations, public art pieces or interesting elements of the downtown area into your fictional stories. Stories will benefit from **utilising, playing with or revealing elements of Edmonton’s culture or history**, within its chosen fiction. Each story can start anywhere in the city, but all its locations must **lie within a 1km radius from that start point and within downtown boundaries.**

Writers will be selected by Story City producers, with input from the Downtown Vibrancy Fund Core Committee. Writers will work with Story City producers, to develop their work and select appropriate sites for use in the project.

Previous Story City adventures have included treasure hunts, Sherlock Holmes style mysteries, zombie apocalypses, ghost stories, pirate tales and alternate realities. Remember, whether it is running from a horde of the undead, or stopping an alien invasion, or going in search of lost treasures, your stories must make the adventurer the central character in the action and provide them with a diversity of choices or puzzles to move the story forward.

Some helpful resources and archives for inspiration include: [Edmonton Arts Council Public Art Map](https://www.edmontonarts.ca/public-art), [ArtTourYeg](http://www.arttouryeg.ca/), [Edmonton Queer History Archives](https://eqhpstories.ca/), [Edmonton as a Museum project](https://citymuseumedmonton.ca/), the [Edmonton Commonwealth Walkway](https://www.edmontoncommonwealthwalkway.com/) and the [City of Edmonton historical walking tours](https://www.edmonton.ca/city_government/edmonton_archives/historical-walking-tours). Also see the City of Edmonton focus areas at the bottom of the application form below.

**PROFESSIONAL DEVELOPMENT WORKSHOP & ELIGABILITY**

Part of this project short-listed writers will be invited to a professional development work ($200 in value covered by the Downtown Vibrancy fund for all short-listed creators). This workshop will help you to create, write and structure your story (even if you’re a newbie), and provide possible opportunities to still develop and generate revenue with your ideas post workshop even if you are not selected for this specific project.

To be eligible, the writer must be based in Edmonton and, **be able to attend a 3.5 hour workshop on either Friday January 5th from 1pm-4:30pm or January 6th from 10am-1:30pm**. Those who are selected for the final team will **be required for 3-4 hours in the week of January 8th for a walk around downtown** with the Producers to finalise locations. The writers must be willing to align with the City’s values and write the work in a short **3-4 week timeframe** (to account for the time of other creators to compose, illustrated etc your work), suitable for a public space and appropriate for a wide-ranging audience.

**PAYMENT**

A **$1,200** fee will be paid to the writer for the development of a new written work and the use of the work in this Story City project. This fee grants Story City and City of Edmonton a 2-year exclusive license to use and promote the work, and it is expected to cover the writer’s research on-site for mapping their story thread. Completed stories typically run between 4,000-8,000 words.

# SUBMITTING YOUR EXPRESSION OF INTEREST

Submissions should be emailed to: [info@storycity.app](mailto:info@storycity.app) with “Story City – Edmonton Writer EOI” in the Subject line. Please email your:

* Completed expression of interest application form – see full form below (rename the file with your first and last name)
* Current CV (maximum 2 pages) (also have your name in the name of the file)
* Any supporting material, max. 5 pages (for example a sample of writing for this potential story or of a previous story you have written that may be very strong in place etc).

**The deadline to submit your Expression of Interest is strictly 5pm Friday 22nd December 2023.**

Applicants should expect a response to their expression of interest by 5pm Thurs 28th Dec 2023.

**All shortlisted applicants are expected to attend the 3.5-hour workshop and the successful candidates selected from that workshop, a walk through the potential sites for your stories**.

If you cannot attend the workshop we will take that to mean you are withdrawing your application. Any commercial or artistic information you have supplied for this application will be regarded as confidential and any personal details will be dealt with in accordance with the City of Edmonton’s Privacy Policy.

**CONTACT**

For further information or enquiries, please contact Story City at [info@storycity.app](mailto:info@storycity.app)

**Call for Expressions of Interest**

**Information Sheet**

|  |  |
| --- | --- |
| Date of Application: |  |
| Contact Name: |  |
| Postal Address: |  |
| Street / Physical Address: |  |
| Phone / Fax Numbers: |  |
| Website: |  |
| Email: |  |
| Are you registered for GST? | ☐ Yes  ☐ No |
| Qualifications: | *Attach your CV to your email (max 2 pages). Please name your attachment using the following syntax: [Your Name] – CV. This document can be a PDF or Word document.* |
| Supporting Documentation: | *List any additional documents you are attaching in support of your Expression of Interest. You may include up to 3 URLs and links to examples of your writing online (max 5 pages or 1000 words per sample).* |
| Available for workshop? | The workshop will be held on 5th Jan 1pm-4pm or 6th Jan 10am-1.30pm. If you are shortlisted for Story City you *must* attend the workshop. In addition to providing professional development essential to your creation in this project, this is also where we make our final decision on who will be a part of the Story City team. If you can’t attend the workshop please email us to withdraw your application.  Fri 5th Jan 1-4.30pm ☐ Yes Sat 6th Jan 10am-1.30pm ☐ Yes  ☐ No ☐ No |
| Preferred availability to attend a walkthrough on the week of Jan 8th. Tick all potential options: | If you are selected as one of the 7 writers you will need to join the walk around where we walk through the city as a team checking out sites and discovering features to include in the stories etc so we can make this as immersive an experience as possible. The walk-a-round normally takes 3-4hrs.  ☐ Mon ☐ Tues ☐ Weds ☐ Thurs ☐ Fri ☐ Sat ☐ Sun |
| *Personal Statement:*  *Briefly describe why you would like to be a writer for Story City.*  *(max 150 words)*  *Consider your:*   * *Inspiration/passions* * *Your thoughts on digital writing* * *Connection to Edmonton* * *What it is about the city that makes you want to bring it to life* * *How it will aid your writing skills/career* |  |
| *Story Proposal:*  *What is the story idea you would like to write for Story City? (Max 700 words) In your proposal please consider:*   * *Genre and rating (G, PG, M15+)* * *Key theme and potential featured characters* * *The features of the city you have chosen and how they add to your key theme.* * *Remember, the adventurer is a character in your narrative.* * *If a choose your adventure suggest some potential different endings.* * *If an escape room style experience give examples of puzzles/ activities you may use.* * *Consider how you might encourage culturally /linguistically diverse communities into your storytelling experience.* * *End your proposal with a 25 word tag line summarising your story in a way that would entice an audience to participate in your adventure.* |  |
| *Locations:*  *List the downtown Edmonton locations you would like to activate with your adventure. Please keep in mind:*   * *Locations need to be more than random trees or street corners, there needs to be something of note in your location, a reason why the adventurer would visit other than to do the adventure* * *Each ‘branch’ of an adventure (so a story branch consisting of 4-5 locations if you’re pitching a choose your adventure) needs to be completed in under 1km.* * *Locations can be businesses however we would encourage you to select businesses that have been present in downtown for a long time as they are less likely to close their doors across the next 2 years.* * *Key the list of key areas below that the City would like to highlight* |  |

**Below are key areas the City of Edmonton would like to highlight in this project:**

Focus Neighbourhoods:

* Downtown Core
* New Harbin Gate/South China Town
* The Quarters

You might want to consider including specific themes or locations like this:

Themes of interest:

* Indigenous history and storytelling
* Incorporation of downtown parks (In part or as the story focus)
* Stories that get adventurers from downtown to the river valley or vis versa.

Demographics of interest:

* GenZ/Millenial
* Youth/Teen
* Family friendly (eg. Child friendly street art)

Specific Locations of interest

* + Riverfront
* MacKay Avenue
* 108 st
* 97 st boomtown buildings
* Eduardian commercial buildings on Jasper
* McLeod Building
* City Hall
* Neon Sign Museum
* Alley projects (eg. Lulu’s lane)
* Michael Phair Park
* Louise McKinney Park